

**What is claimed is:**

1. A method for allowing customization of electronic messages, comprising:
  - receiving, from a user, a selection of a message template for an electronic message to be transmitted to a second party; and
    - transmitting an embedded programming call to a network location of the message template for insertion into the electronic message, the embedded programming call enabling transmission and display of the message template within the electronic message when opened.
2. The method of claim 1, further comprising:
  - transmitting the message template for display in the electronic message prior to transmission of the electronic message to the second party.
3. The method of claim 1, the message template comprising a customized message template generated and shared by a third party.
4. The method of claim 3, wherein the shared message template is unalterable by the user.
5. The method of claim 1, wherein the message template is not stored within the electronic message.

6. The method of claim 1, further comprising:
  - receiving a request for the message template, the request generated by the embedded programming call after the electronic message has been received by the second party; and
    - transmitting the message template for display within the electronic message opened by the second user.
7. The method of claim 6, further comprising:
  - receiving a change to the message template; and
  - transmitting the changed message template to the second user whenever the electronic message is opened by the second party after the change.
8. The method of claim 1, the message template comprising at least one of:
  - a custom color, a text, a hyperlink, and a graphical advertisement selected by the user.
9. The method of claim 1, further comprising:
  - providing a plug-in to the user, the plug-in for enabling the user to generate the message template within an electronic mail program.
10. The method of claim 9, wherein the user is a subscriber of a service providing the plug-in.

11. The method of claim 9, wherein the second party is not a subscriber of a service that provides the plug-in.
12. The method of claim 1, further comprising:
  - receiving an indication of a selection of a hyperlink in the message template;
  - and
  - transmitting a notification to the user of the selection.
13. A method for customizing electronic messages, comprising:
  - receiving a customized message template from a first user;
  - transmitting the customized message template to a second user;
  - receiving a revision to the message template from the first user; and
  - automatically inserting the revision into an electronic message that is generated by the second user having the message template when the electronic message is opened.
14. The method of claim 13, wherein the electronic message is generated before the revision and opened after the revision.
15. The method of claim 13, the electronic message for transmission from the second party to a third party; the method further comprising:
  - receiving a revision to the customized message template from the first user;
  - and

transmitting the revised customized message template for display in the electronic message in response to the embedded programming call when the electronic message is opened by the third party.

16. The method of claim 15, wherein the third party is not a subscriber to a service providing the message template.

17. The method of claim 13, wherein the customized message template is not editable by the second user.

18. A method for generating a customized template for an electronic message, comprising:

storing a customized message template on a server, the customized message template generated by a user and including a selectable link to a network address;

transmitting an embedded call to the customized message template for insertion into an electronic message;

transmitting the customized message template for display within the electronic message in response to a request from the embedded call that is automatically transmitted when the electronic message is opened.

19. The method of claim 18, further comprising:

receiving at least one indication of a selection of the selectable link; and

transmitting a report to the user indicating a number of times the selectable link was selected.

20. A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for allowing customization of electronic mail messages, the method comprising:

receiving, from a user, a selection of a message template for an electronic message to be transmitted to a second party; and

transmitting an embedded programming call to a network location of the message template for insertion into the electronic message, the embedded programming call enabling transmission and display of the message template within the electronic message when opened.

21. An apparatus for allowing customization of electronic mail messages, comprising:

means for receiving, from a user, a selection of a message template for an electronic message to be transmitted to a second party; and

means for transmitting an embedded programming call to a network location of the message template for insertion into the electronic message, the embedded programming call enabling transmission and display of the message template within the electronic message when opened.

22. An apparatus for allowing customization of electronic mail messages, comprising:

- a processor; and
- a memory in communication with the processor, the memory for storing a plurality of processing instructions directing the processor to:
  - receive, from a user, a selection of a message template for an electronic message to be transmitted to a second party; and
  - transmit an embedded programming call to a network location of the message template for insertion into the electronic message, the embedded programming call enabling transmission and display of the message template within the electronic message when opened.